

ORDER



Orders
Order / Rev: 198150
Alt Order #: 06841340
Product Desc: 8/14-8/20 SCOTT RIGELL
Estimate: 2631
Flight Dates: 08/14/12 - 08/20/12
Original Date / Rev: 08/13/12 / 08/13/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: American Media & Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Rigell for Congress (R)
Demographic: A35-64
Product Codes: PL1
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: SP10547
Agency External ID: IN16043/SP10305

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/17/12	4	\$1,500.00	\$1,275.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	4	\$1,500.00	\$1,275.00	0.00
Totals	4	\$1,500.00	\$1,275.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	11%	\$1,500.00
Market	100%	\$13,636.36

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	41%	\$5,590.91
WGNT	1%	\$136.36
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	21%	\$2,863.64
WTVZ	2%	\$272.73
WVEC	24%	\$3,272.73

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/17/12	08/17/12	Fri Hour 2 Fri 9-10p	CM	9-10p	----F--	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$600.00		0.00						
E 2	WVBT	08/14/12	08/17/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	-TWTF--	:30	3	\$300.00	P2	0.00	NM	3	\$900.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	- TWTF - -			3			\$300.00		0.00			
													Totals	4	\$1,500.00